



**Newport Beach Restaurant Association  
Business Improvement District**

**Board Meeting Minutes – May 27, 2015**

**Newport Beach & Company  
1600 Newport Center Drive, Suite 120  
Newport Beach, CA 92660**

**I. CALL MEETING TO ORDER**

President Walker called the meeting to order at 9:41 a.m.

**II. ROLL CALL**

Directors Present:

Jim Walker	The Bungalow Restaurant
Joe Campbell	Ruby's Diner
Dan Miller	Village Inn
Cindy O'Shea	Whole Foods Market & Back Bay Tavern
Cathy Pavlos	Provenance
Ronald Schwartz	Muldoon's Irish Pub

**Quorum Achieved**

Directors Absent:

Sheri Drewry	Wilma's Patio
Stephen Joyce	Newport Beach Tennis Club
Thomas Giulioni	Back Bay Bistro
Alexandra Robinson	Park Avenue Café
John Robinson	Amelia's

BID Administrator Present:

Polly Peak, Marketing Consultant	Newport Beach & Company
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Guests Present:

Doug McClain	Newport Beach & Company
Jim Mosher	Newport Beach Resident
Terry Solon	NBRA Member, McDonald's
Chris Trela	Newport Beach Independent

**III. PUBLIC COMMENTS ON AGENDA ITEMS**

None

**IV. APPROVAL OF MINUTES**

- President Walker requested a motion to approve the minutes from the April 22, 2015 meeting.
- Ms. Peak clarified that Director A. Robinson's first name was incorrect in a section of the minutes and should be amended to Alexandra Robinson.

**MOTION:** Director Campbell moved to approve the amended April 22, 2015 meeting minutes. Director O'Shea seconded the motion.

The motion carried by the following vote:

Ayes: Walker, Campbell, Miller, O'Shea, Pavlos, Schwartz

## **V. CURRENT BUSINESS**

### **A. BID FINANCIAL REPORTS**

- President Walker reviewed the BID financials for March & April 2015.

**MOTION:** Director Miller moved to accept and file the March & April, 2015. Director Schwartz seconded the motion.

The motion carried by the following vote:

Ayes: Walker, Campbell, Miller, O'Shea, Pavlos, Schwartz

### **PRESIDENT'S REPORT**

- President Walker reported on the following items:
  - Update on the Strategic Plan 2014-2015 Key Initiatives.
  - Membership Advisory Committee - The City will be sending out the survey letter in the coming months to all members requesting more information about the business such as category, number of employees, occupancy, etc.
  - Staff is planning NBRA member neighborhood mixers in the next fiscal year in order to connect with the NBRA members in on a local level and better educate the members on industry issues and NBRA services and benefits.
  - Photo shoot of the NBRA FY 2015-2016 Board of Directors will take place on Monday, June 8 at 4:30pm in the Newport Beach & Co office. A reception following the shoot will recognize past board members for their service and welcome incoming board members.
  - Issues surrounding restaurants affected by the West Coast Highway construction.
- NBRA member Terry Solon discussed how the highway construction has adversely affected his business on Coast Highway, and suggested that the NBRA fees for the coming year be waived.
  - President Walker clarified that the NBRA does not have the authority to waive those fees without consent of City Council, but provided other options to work with the City and the OC Sanitation Department to possibly compensate NBRA members and other business for losses incurred during the construction project.
  - It was suggested that NBRA gather more data and information from business in the construction zone, and then notify City Council of this issue and ask for assistance.
- President Walker discussed the proposed statewide increase in minimum wage issue, and how it will be affecting restaurants throughout the state.
  - It was suggested that NBRA get more organized politically and work closer with the California Restaurant Association. Also possibly work with the NB and CDM chambers to conduct a minimum wage forum.

**B. MARKETING REPORT**

- Ms. Peak provided an update on the following items:
  - Monthly promotions and consumer newsletter
  - Spring | Summer marketing campaign
  - Online website and social media metrics
  - Industry Update
    - Western Foodservice & Hospitality Expo August 23-25 in LA.
- Ms. Peak distributed a 2015-2016 Planning Timeline for the NBRA that includes, NBRA Meeting, marketing campaigns, events, newsletter distribution schedules, PR Campaigns, etc.

**VI. NBRA BID ANNOUNCEMENTS OR MATTERS, WHICH MEMBERS WOULD LIKE PLACED ON A FUTURE AGENDA FOR DISCUSSION, ACTION OR REPORT (NON-DISCUSSION ITEMS)**

None

**VII. PUBLIC COMMENTS ON NON-AGENDA ITEMS**

None

**VIII. ADJOURNMENT**

The meeting adjourned at 10:37 a.m.

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The next board meeting will be Wednesday, July 22, 2015 at 9:30 a.m. at Newport Beach and Company.